

THURSDAY

Advertising Age

Crain's International Newspaper of Marketing

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News Summary

Last year's biggest post-Super Bowl topic, Apple Computer's Macintosh ad, was upstaged this year by a hot quarterback and a cool beer commercial. See Page 2.

Procter & Gamble Productions' top executive says the company will begin shifting its development efforts away from TV movies and into regular series, despite a full slate of network TV specials and miniseries. See Page 3.

When American Airlines last week upped the ante in the air-fare game by drastically lowering prices, United saw that bet and raised without even a blink. See Page 3.

Charles Blakemore, who left Benton & Bowles as its top creative executive late last summer, has opened his own ad agency with consultant James Killough. See Page 3.

Mailmark Cards this month premiered a 99-card Modern Woman line without any retail test-marketing, betting that women want to talk about topics such as aging, divorce and diet through greeting cards. See Page 3.

The face is familiar from the golden era of '50s TV. Now it's back on the tube, as Sid Caesar stars in commercials for Van de Kamp's Classic Entree line of Mexican and Chinese foods. See Page 48.

DIRECT MARKETING

Package-goods marketers soon will be presented with at least three alternative coupon distribution schemes, all based on in-store distribution and all designed to combat the clutter and exclusivity problems found in newspaper freestanding inserts and the rising cost of direct mail. See Page 6.

Direct Marketing Assn. last week organized a subgroup within the association that will deal exclusively with direct-marketing agency problems and concerns. See Page 7.

SPECIAL REPORT

Sunday newspapers are prospering, reporting more than six times the circulation growth of weekday papers in the past decade. The Sunday paper's role in the newspaper industry is examined in News-papers Special Report. See Page 13.



Photo by Arnie Adler

Jess Korman, senior vp-creative at Benton & Bowles, New York, is an advocate of "image transfer"—putting the images of TV spots into

radio ads—which is rekindling advertiser interest in an ignored medium. "One objective is to re-create exactly what you've got on TV," he says.

'Image transfer'

Radio ads making aural history

By VERNE GAY

It was 1989 when Henry Ford II was riding in his limousine and reached a conclusion that would influence Jess Korman's career for years to come.

Thirtyish and soft-spoken, Korman had just returned to the agency scene in New York after a writer's sojourn in Southern California. He had been milling jokes for an unlikely client roster that included David Suskind, Victor Borge and Alan King. Now he was back East writing TV spots at J. Walter Thompson when word came down that he would be heading up Mr. Ford's brainchild: The special radio account.

"Mr. Ford used to travel to work in his limousine every morning and decided Ford wasn't getting the kind of radio creative that Chevy was getting," says Korman. "So my job was to write better radio for Ford. Basically, we were producing for Henry riding in the back of his limo."

Mr. Ford soon was hearing comic skits featuring talking Pintos, and Korman never heard from Mr. Ford again.

The experience taught Korman something about the potential power of radio creative, a lesson that still is paying off for him at Benton & Bowles, New York, where he is senior vp-creative for clients

(Continued on Page 45)

'Lemmings' didn't take off

By STEWART ALTER and CLEVELAND HORTON

To many agency creative executives, Apple Computer's much-touted "Lemmings" was a lemon.

The spot aired during the fourth quarter of Super Bowl XIX, after a buildup that included a raging de-

bate among Apple execs on whether to use the spot at all and culminated with an innovative print campaign in Jan. 20 newspapers that warned viewers "If you go to the bathroom during the fourth quarter, you'll be sorry."

As a followup to last year's wildly successful "1984" commercial, "Lemmings" heralded the Cupertino, Cal.-based company's plunge into the office-computer market with Macintosh. Both spots were by Chiat/Day, Los Angeles.

Some of the agency world's top creative directors, all of whom were impressed by "1984," registered doubts about "Lemmings."

Said Michael Tesch, exec vp-as-

sociate creative director at Ally & Gargano, New York, "If '1984' was a breakthrough, this was kind of a breakdown."

"I don't think the new commercial lived up to the last one," said Charles Moss, vice-chairman-corporate creative director at Wells, Rich, Greene, New York.

Mr. Moss felt the commercial was "effective," since he wanted to learn more about Macintosh's Office line, but he observed a credibility problem. "The first commercial had a positive and uplifting ending and was far more philosophical about what Apple would do in 1984. This one had a down

(Continued on Page 49)

Carnation sweet on Bon Bons ice cream

By JULIE FRANZ

LOS ANGELES—Carnation Co. in March will introduce its Bon Bons brand Ice Cream Nuggets specialty ice-cream product to New England and midwestern markets, with an \$18 million ad campaign, industry sources disclose.

Carnation, a recently acquired division of Nestle Co., White Plains, N.Y., would not comment on the budget figure. A Carnation spokesman did admit that the product will bow in selected states around March 1. Nationwide distribution is not in the cards, at least for this year.

Shaped like candy bon bons, the new freezer-case product is made from chocolate ice cream with vanilla coating or vanilla ice cream with chocolate coating.

It comes in two sizes—a 20-count tub priced at \$1.98 and a 35-count tub priced about \$2.98. Foote, Cone

(Continued on Page 50)

Presstime

McCann sizzles for Ponderosa

DAYTON, O.—Ponderosa has awarded its \$15 million-plus account to McCann-Erickson, New York, succeeding Avrett, Free & Ginsberg (AA, Nov. 26). Other finalists making presentations last week were HBM/Creamer and Kenyon & Eckhardt.

DDB expects earnings to post '84 gain

NEW YORK—Doyle Dane Bernbach International projects 1984 pretax and after-tax earnings will increase over 1983, reversing its downward earnings trend of the last two years. In a meeting with securities analysts, Robert Pfundstein, exec vp-chief financial and administrative officer, projected pretax earnings would jump 30% to \$19.2 million and net income would rise 15% to \$8.5 million.

'Life' to fire off special WWII edition

NEW YORK—Life will publish a special 13th issue marking the 40th anniversary of World War II's end. The Time Inc. magazine is seeking a single sponsor for the WWII issue, due May 6. If one isn't found, multiple advertisers can buy space at \$37,800 for a b&w page and \$49,770 for a color page, on a 1.5 million rate base.

(Continued on Page 51)

Serious on series

P&G turning away from tv specials

By BOB MARICH

LOS ANGELES—Despite a full slate of network tv specials and miniseries, Procter & Gamble Productions' top executive says the company will begin shifting its development efforts away from tv movies and into regular series.

Jack Wishard, vp in charge of P&G Productions, said the anticipated switch to series production has been prompted by the fact that multi-episode series are of much greater value as repeats in the syndication market versus tv movies.

Already, P&G produces two original half-hour series for Ted Turner's superstation WTBS: "Down to Earth," a family sitcom, and "The Catlins," a dramatic serial (AA, April 2).

"These shows [miniseries] are becoming increasingly expensive," Mr. Wishard said. "As the network share of audience goes down, it is conceivable that we could get to the point where nobody, networks or advertisers, can afford these kinds of shows."

Not that it will be an immediate changeover. P&G Productions has placed yet another beauty pageant

special on network tv and has bought into a CBS miniseries with the hope that the production will become a perennial.

The "Miss Hollywood" pageant, a P&G production, has been placed on ABC-TV as a sponsored two-hour special. No air date has yet been set. "Miss Hollywood" joins five other network tv specials—including "Miss USA" and "Miss Universe"—as a P&G-sponsored vehicle and gives ABC its first pageant-type show.

Separately, tv's largest advertiser is providing partial funding for "Alice in Wonderland," a four-hour CBS-TV miniseries being produced at Columbia Pictures Television by Irwin Allen.

Cincinnati-based P&G is hoping that Mr. Allen's production of the Lewis Carroll fantasy becomes a network tv classic that will air repeatedly over the years. Mr. Wishard said. If so, it will be a P&G-sponsored vehicle in repeats on the network.

Mr. Wishard, a 28-year veteran of P&G, said P&G Productions' strategy is to become one of several partners in tv projects. Thus, it shares the cost and gets an ad sponsorship position and creative input when the program is being fashioned.

Airlines' saver ads fly furiously

United strikes back

By SCOTT HUME

United Airlines had its chips ready. When American Airlines last week upped the ante in the air-fare game by drastically lowering prices (AA, Jan. 21), United saw and raised without even a blink.

American's first print ads announcing its new Ultimate Super Saver fares appeared Jan. 18, a day after they were unveiled. But they shared space in Chicago newspapers with ads from United for its equally low UltraSaver fares.

United then raised the pot by airing network tv spots for its new fares two days later during the Super Bowl pregame show.

Behind United's calm poker face was some fast and furious work by the airline and its agency of 20 years, Leo Burnett Co., Chicago.

In less than 24 hours, the team revamped United's tv, radio and print advertising to reflect the new fares.

Anticipating American's fare-cut announcement, United alerted Burnett late on Wednesday, Jan. 16, to be ready to move quickly.

"Thursday morning, every group involved in the United account was mobilized," recalled account director Jim Thompson. Also readying their troops were creative director Bud Watts, media supervisor Nick Luciano, broadcast supervisor Pat Donlon, broadcast producer Ken Gilberg and print production manager Lew Nowlan.

The green light flashed at 10 a.m. Jan. 17 when American made its announcement in Dallas.

"The first thing we did was huddle with the creative team to discuss the creative team to discuss (Continued on Page 50)

Blakemore opens up shop

By STEWART ALTER

NEW YORK—Charles Blakemore, who left Benton & Bowles as its top creative executive late last summer (AA, Sept. 3), has opened his own ad agency.

Mr. Blakemore has formed Blakemore & Killough with temporary offices at 1180 Avenue of the Americas.

James Killough, the other principal, has been a consultant the last five years, primarily in the political arena.

Five years ago, he was director of the Republican National Marketing Group. He was previously an executive at Compton Advertising, where he and Mr. Blakemore worked together in the mid-1960's.

Mr. Blakemore went on from Compton to Leo Burnett Co., Chicago, where he rose to be one of three chairmen of the creative review committee. Major Burnett food accounts like Green Giant, Star Kist and Kellogg were his responsibilities.

In 1980, Mr. Blakemore moved to the top creative post at B&B, which made him one of the major agency creative officers directing Procter & Gamble's advertising.

Since the fall, Mr. Blakemore and Mr. Killough have done consulting work for Sanus Health Systems, a McDonnell Douglas Corp. healthcare subsidiary, which has introduced its healthcare plan into Dallas-Fort Worth and Houston. Sanus is their new agency's first client.

Mr. Blakemore left B&B, saying that he wanted more of a hands-on role in creating advertising, something he no longer had as the top worldwide creative executive at that agency. And that remains his philosophy with his new agency.

"We want to make sure we're very much involved in the work ourselves and have some fun," he said. "It's so much more fun to write advertising than administer it."

BIRTHDAYS ARE LIKE A FEW MEN I KNOW.

This card, one of Hallmark's Modern Woman series, opens to say "Put a bag on 'em and they're all the same. Happy day!"

Hallmark asks women: Can we talk?

By LENORE SKENAZY

Aging. Birth. A divorce. A date. A diet. Is this life on daytime tv? A list of Cosmo's cover stories? A choice of one-minute how-to guides?

No, these are the topics women want to talk about through greeting cards—or so Hallmark Cards is betting. Without any retail test-marketing, the Kansas City-based greeting card giant this month premiered a 99-card Modern Woman line.

Hallmark's no-fret go-ahead attests to its conviction that women in the 22-to-40-year-old bracket are ready for "a strong voice through such a card line," said Rachel Boulton, a Hallmark spokeswoman.

"Your pregnancy will be such a special time in your life," coos one card. "When else would perfect strangers pat you on the stomach and comment on your ankles?"

Continuing through the life cycle, another card features mom and dad dressed for success at the breakfast table with baby sitting between them. "Now you'll really have it all! A wonderful husband, a brilliant career and a brand new baby..." Open up the card, and the message continues: "...bags under your eyes, pacifiers in your briefcase, oatmeal on your blazer...Congratulations!"

Each of the cards costs 90¢. The designs vary from photographic to Sunday comics, sentimental to frankly bitter. "If you need a shoulder to cry on," soothes one, above the photo of a huge hanky, "I have two available, no waiting." Another card, eschewing pictures, declares, "Birthdays are like a few men I know. Put a bag on 'em and they're all the same. Happy day!"

Hallmark plans to add another 100 cards to the series. But Modern Woman will remain a separate line from other Hallmark cards.

And separate they should be. What man would send his son a card reading, "I like you. You don't do crafts"? What grandma would admit to grandpa, "You think you've got problems! My living bra just tried to commit suicide!"? What proud high school graduate wants to hear, "D-I-V-O-R-C-E." Someday you'll be able to sing about it?

No, this is girl talk. And if Hallmark is right, it'll spread.

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Agency income response deadline

Deadline for submission of questionnaires for Advertising Age's 41st annual U.S. Agency Income issue was Jan. 24.

Questionnaires were sent to agencies last month.

If you have not received your questionnaire, contact Ellen Herring or Craig Endicott at the Chicago office of AA (312-649-5395). An extension will be made for agencies that have not received the questionnaire.



Looking at some Sunday statistics

By Kevin Brown

Sunday hasn't been a day of rest for the newspaper business for more than 100 years. Although some weekly newspapers were issued on Sunday in the late 1700s, the first U.S. daily to regularly print a Sunday edition was James Gordon Bennett's *New York Morning Herald* in 1841, according to "The Press and America," by Edwin Emery and Michael Emery (Prentice-Hall, 1984).

Kevin Brown is an ADVERTISING AGE editorial assistant.

In 1889, Joseph Pulitzer's *New York World* became the first newspaper to use color in its Sunday comics. Mr. Pulitzer is noted for establishing the Sunday newspaper as an entertaining, money-making medium. He most likely is responsible for publishing the forerunner of the 5-lb. Sunday package found on readers' doorsteps.

Sunday World, which had a circulation of more than 250,000 by 1887, included sports stories, humorous illustrations and features appealing to the female reader.

In the U.S. today, Sunday

newspaper readers have their choice of 772 papers with a combined circulation of 56.7 million, according to *Editor & Publisher Yearbook*.

Twenty of those papers have a circulation of more than 500,000 and a combined circulation of 16.6 million.

Sunday readers in Texas have the most variety to choose from. The Lone Star State is home to 96 Sunday newspapers—more than any other state.

If your Sunday edition is not independently owned, chances are fairly good you're reading one of 57 Gannett Co. papers.

Gannett owns more Sunday newspapers, with a combined circulation of 3.9 million, than any other company.

New York News is the Sunday circulation leader, with 1,721,441, according to Audit Bureau of Circulations. But the *New York Times*, which boasts a Sunday circulation of 1,553,720, has a far broader national readership.

Reading the Sunday paper is a popular activity among adults; 65.7% of them are readers, according to a 1983 Simmons Market Research Bureau study.

Sunday newspaper readers are thrifty, too. Of those who read a Sunday newspaper, 73.8% use cents-off coupons more than once a week.

Perhaps coupon clipping saved some readers enough money to buy personal computers, which 5.4% of Sunday paper readers own.

Sunday newspaper readers are not sitting around. To work off Sunday brunch, more than 12% of Sunday newspaper readers jog and more than 9% play tennis. Naturally a strong arm is required to lift the Sunday package—perhaps that's why 18.6% of Sunday newspaper readers bowl.

Another favorite activity of Sunday newspaper readers is attending movies, which 46% did during a three-month period.

In between all this activity, 21.5% of all Sunday newspaper readers are sipping imported

wine, while 36.8% drink domestic wine. A larger percentage of Sunday newspaper readers (40.6%) drink domestic beer than drink imported beer (17.7%).

If they're not at home stretched out on the sofa, Sun-

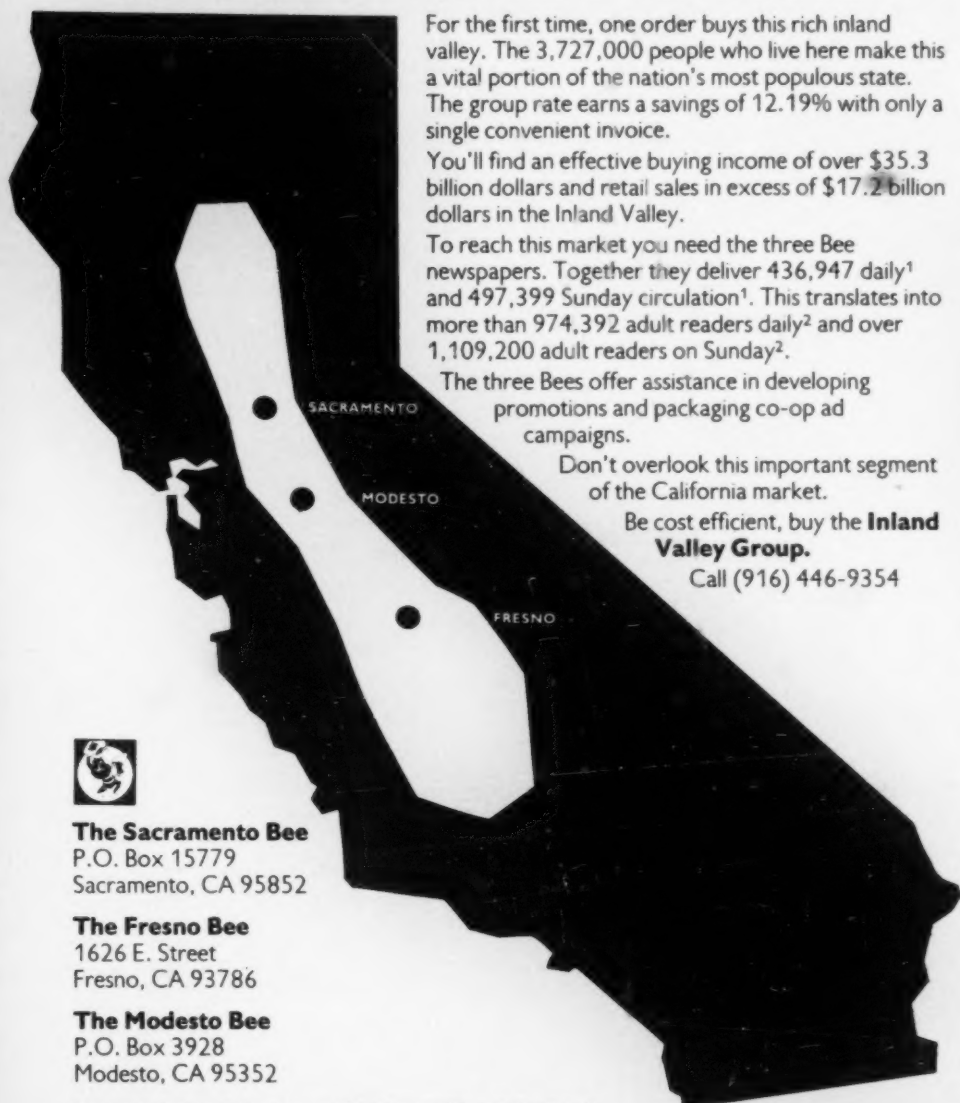
Sunday readers in Texas have the most variety to choose from. The Lone Star state is home to 96 Sunday papers—more than any other state.

day newspaper readers might be on vacation—40.7% took domestic trips last year. And with 38.3% reporting an annual household income in excess of \$30,000, perhaps some traveled via foreign automobiles, which 12% bought new and 9% bought used.

And whether it's before breakfast, after church or during "60 Minutes," the voluminous Sunday newspaper—with its large circulation and ad linage to match—is being read all over.

A Golden Opportunity

Now, Reach California's Prosperous Third Market, The Inland Valley, with The Bees' Inland Valley Group Buy!



For the first time, one order buys this rich inland valley. The 3,727,000 people who live here make this a vital portion of the nation's most populous state. The group rate earns a savings of 12.19% with only a single convenient invoice.

You'll find an effective buying income of over \$35.3 billion dollars and retail sales in excess of \$17.2 billion dollars in the Inland Valley.

To reach this market you need the three Bee newspapers. Together they deliver 436,947 daily¹ and 497,399 Sunday circulation¹. This translates into more than 974,392 adult readers daily² and over 1,109,200 adult readers on Sunday².

The three Bees offer assistance in developing promotions and packaging co-op ad campaigns.

Don't overlook this important segment of the California market.

Be cost efficient, buy the **Inland Valley Group**.

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Sacramento, CA 95852

The Fresno Bee
1626 E. Street
Fresno, CA 93786

The Modesto Bee
P.O. Box 3928
Modesto, CA 95352

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.



The Sacramento Bee
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Sacramento, CA 95852

The Fresno Bee
1626 E. Street
Fresno, CA 93786

The Modesto Bee
P.O. Box 3928
Modesto, CA 95352

Represented nationally by Cresmer, Woodward, O'Mara & Ormsbee, Inc.

Source: 1. ABC Publisher's Statement for 6 months ending March 21, 1984 for the three Bees.
2. Readership calculated by Sacramento Bee Marketing based on combined total circulation and average reader-per-copy of 2.23.



Top 25 Sunday papers by circulation

Rank	Newspaper	Circulation
1.	New York Daily News	1,721,441
2.	New York Times	1,553,720
3.	Los Angeles Times	1,298,487
4.	Chicago Tribune	1,137,667
5.	Washington Post	1,033,207
6.	Philadelphia Inquirer	1,000,427
7.	Detroit News	865,717
8.	Detroit Free Press	803,714
9.	Boston Globe	792,786
10.	San Francisco Chronicle & Examiner	699,256
11.	Chicago Sun-Times	688,793
12.	Newark Star-Ledger	650,243
13.	Long Island Newsday	602,476
14.	Pittsburgh Press	594,398
15.	Minneapolis Star & Tribune	590,985
16.	Atlanta Journal & Constitution	571,646
17.	Houston Chronicle	538,232
18.	Milwaukee Journal	529,636
19.	Miami Herald	509,721
20.	Cleveland Plain Dealer	497,774
21.	St. Louis Post-Dispatch	479,075
22.	Seattle Times/Post-Intelligencer	464,995
23.	Dallas Morning News	454,828
24.	Phoenix Republic	430,200
25.	Baltimore Sun	402,593

Source: Audit Bureau of Circulations, for six months ended Sept. 30, 1984

Sunday magazines feel ad pinch

By William Gloede

The Sunday newspaper magazine business, 88 years old in 1984, probably would just as soon forget the year.

For *Parade* and *Family Weekly*, owned by Newhouse Newspapers and CBS Magazines, respectively, 1984 brought with it a double-digit decline in advertising pages. For most of the 52 locally edited Sunday magazines represented by Metropolitan Sunday Newspapers, 1984 was flat at best when compared with the banner year enjoyed by the newspaper business.

The newspaper industry is hampered by Sunday magazines' inability to share the wealth of advertising growth enjoyed by mail-delivered magazines.

"It's a question of how they fit into marketers' plans," Phil Guarascio, senior vp-director, media management, Benton & Bowles, New York, says of newspaper-delivered magazines. "The basic inhibitor is a very high out-of-pocket cost."

However, Sunday magazine executives say their products,

William Gloede, a New York-based *ADVERTISING AGE* reporter, covers the newspaper industry.

when bought together, deliver an audience about the size of tv's Super Bowl audience—60 million households.

A page color ad scheduled in *Parade*, *Family Weekly* and the 52 independents costs about \$500,000, minus discounts. A 10-

"The numbers are staggering," says one agency media executive, who would not speak for attribution. "If you're looking for mass reach with newspapers, the Sunday magazines are out of sight in terms of mass coverage. There's no other print medium

looked upon as being huge, and we are huge," says Sterling Dimmitt, president of Metropolitan Sunday Newspapers. "I think that's one of our problems. People look at our size and they look at the numbers, and they say, 'Oh-oh.'"

12.1%, says Patrick Linskey, its president-publisher. And, according to Mr. Dimmitt, magazines represented by Sunday Mag Net were up about 1%.

"We had a lousy first half" of 1984, Mr. Linskey says. *Parade* was off 21% and *Family Weekly* was off 23%.

However, the second half produced more positive results, partly because of a new spirit of cooperation among the individual players—once fierce competitors—in the Sunday magazine field.

This new spirit was evidenced by Mr. Vittorini, who says, "The broad reach coverage of non-television viewers is better done by *Parade*, *Family Weekly* and Sunday Mag Net than any other combination."

According to Mr. Linskey, "The Sunday magazines mix and match with tv like no other media. For the advertiser who has to keep the weight of his audience reach and frequency in the marketplace that he used to enjoy in 1980 [in the face of declining network ratings], there's only one way to do it, and that's with the combination of *Family Weekly*, *Parade* and Sunday [Mag Net]."

The Sunday free-standing coupon insert, which since 1975

Circulation: Sunday magazines in the 1980's

	<i>Parade</i>	<i>The New York Times Magazine</i>	<i>Family Weekly</i>
1983	23,168,789	12,675,921	1,498,873
1982	21,781,708	12,472,075	1,511,853
1981	21,644,119	12,448,750	1,430,358
1980	21,644,000	12,366,269	1,430,358

Source: Publishers Information Bureau

page color schedule in *Parade* can cost between \$1.7 million and \$1.8 million.

With this price tag comes a sizable audience. Even advertising media people who are not predisposed to using Sunday magazines acknowledge that the only other place an agency can get that kind of reach is in tv.

that offers that mass. But when you start talking about huge numbers, you're also talking about huge expenditures."

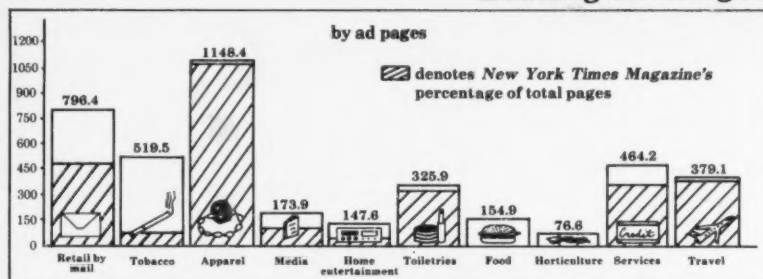
Magazine executives interviewed by *ADVERTISING AGE* agree that the high cost of advertising in the Sunday magazines does scare advertisers.

"The Sunday magazine field is

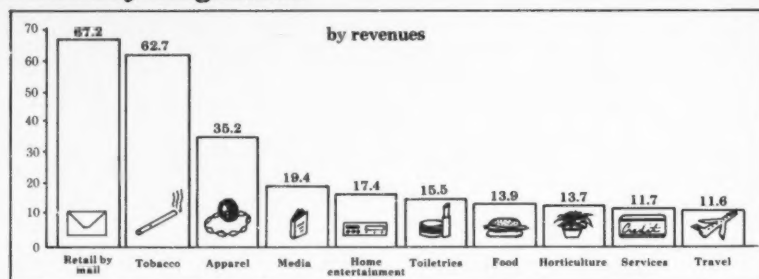
"This is, I think, the most difficult sell in the media field, though maybe radio would say that too," Mr. Dimmitt says.

In 1984, *Parade's* ad pages slipped about 15%, compared with 1983, according to Carlo Vittorini, the magazine's president-publisher. *Family Weekly's* pages were down

Leading ad categories in Sunday magazines



Source: Publishers Information Bureau, for *Parade*, *Family Weekly* and *New York Times Magazine* only.



No, we're not selling correspondence courses. Or matchbooks. We're selling advertising. And the "big money in advertising" we're talking about has to do with getting the most out of your advertising dollar. That means, in large part, choosing the right market and, of course, the right medium in that market.

Which brings us to us. The Pennysaver. Southern California's Direct Advertising System. Of course Southern California is one of the nation's premier "big money" markets. And The Pennysaver Direct Advertising System is one of the smartest ways to penetrate that market.



At the center of our system is The Pennysaver weekly shopping publication, which reaches almost two million households in Los Angeles, Orange, Ventura, Riverside and San Bernardino Counties with guaranteed direct mail delivery and 98% saturation in its covered market areas. Add the versatility and cost-efficiency of zone buying for geographic and demographic targeting as well as a complete set of direct marketing services—including research, mailing lists, and inserts—and you have a product that

will both **make** and **save** you big money.

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Harte-Hanks Direct Marketing/Southern California

Magazines

(Continued from Page 28)

has become the dominant medium for package goods advertisers' promotional efforts, has hurt Sunday magazines perhaps more than any other factor.

Mr. Vittorini sees some light on the horizon thanks to the recent Procter & Gamble decision to use Sunday magazines to introduce Always, a new line of sanitary napkins. Although P&G used the magazines to introduce the product, it shifted advertising to mail-delivered magazines as soon as the introduction was complete. The Sunday magazine executives are trying to counter the logic that says to use the magazines' mass for introduc-

tion, then move into other books for the sustaining effort.

One category the Sunday magazines are targeting is the automobile business.

"All of us feel that we're being underutilized by the automotive market," Mr. Vittorini says.

The Sunday magazines recently broke ground in another major field—retail. However, they must tread lightly, because the field represents the major advertising category of the newspapers that distribute the magazines.

On Dec. 9, J.C. Penney Co. ran its first ad in the Sunday Mag Net books, which have a circulation of 22 million, and *Parade*, with 16 million.

Sunday magazines also are tying national advertising more

closely to local retailers. "Regionality is becoming more and more important as the years go

"All of us feel that we're being underutilized by the automotive market."

—Carlo Vittorini
Parade

by," Mr. Linskey says.

Mr. Vittorini concurs. "The Sunday magazines put the read-

ership closer to the retail outlet. Your traditional magazine is spread across the population, wherever the mail goes."

To accommodate readers and advertisers, *Parade* is running its PLUS program, which gives the local newspaper several pages to use for locally oriented editorial and locally sold advertising, in the *Chicago Sun-Times*. The *Houston Chronicle* recently began running its Sunday magazine inside *Parade*.

Parade and *Family Weekly* this year will begin a major effort to get package goods marketers, once a mainstay of the Sunday magazines, back into the books. The SMART program, a fold-down, center spread coupon page, will use the synergy of display advertising and coupon-

ing to attract package goods' advertising and promotional dollars. Sunday Mag Net also will be running a coupon program tied into the SMART program, called SUPERSAVERS, but production constraints will not allow for a fold-down coupon page.

According to Mr. Vittorini, General Mills used to run 60 to 70 pages a year in *Parade*. "That has just disappeared," he says, because of the "fsi [free-standing insert] diversion from our field."

Two serious problems with Sunday magazines are their editorial content and advertising environment, according to the media executive, who would not speak for attribution. "The editorial environment is no great shakes," he said. And the advertising that the magazines do sell sometimes does not work well with a national advertiser's goal. "They've got to keep us away from the hemorrhoid sufferers, the ways to catch mice in your house. That doesn't go very well next to a fine food ad."

Mr. Vittorini disagrees. "I think all of us [magazine executives] have made a conscious effort to upgrade our editorial, for the reader as well as the advertiser." There has been a move toward advertising of more expensive, quality items in the direct response category, one of Sunday magazines' largest revenue sources.

"The traditional lower price item does not appear to be doing as well," Mr. Vittorini says. "You have a much higher price, higher quality item being offered."

All three of the magazine executives cite the *New York Times Magazine* as the standard of the industry. "They probably are the most unique magazine in the world," Mr. Vittorini says. The *New York Times Magazine* is one of the "four independents" that do their own selling, along with the Sunday magazines of the *Los Angeles Times*, *Newsday* and the *San Francisco Sunday Examiner and Chronicle*.

An increase in ad sales is in sight, according to Mr. Linskey.

Mr. Vittorini says, "All indications are that we'll have an up quarter in the first quarter of '85."

"In order to really grow, they're going to need more display advertising schedules," Mr. Guarascio says. And that isn't going to be easy.

"They don't compete for most magazine dollars," he says. "They have almost been forced to compete with television for the advertising dollar, and print always has a tough time competing with network."

On the positive side, Mr. Guarascio believes "very firmly they have become more marketing oriented." And that gives them the opportunity to better sell their "strategic and tactical advantages."

"My prognosis would be that things are going to get better for them," he says.

Mr. Dimmitt says, "We're going to have to sell better. The Sunday magazine field is one of the best kept secrets in media."

The challenge, it would appear, is to give away that secret.

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